

**Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S050075**

Form 3400-NNN (R 2/06)

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NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality Sheboygan County			
Mailing Address 508 New York Avenue	City Sheboygan	State WI	Postal Code 53081
County(s) in which Applicant is located Sheboygan	Type of Municipality: (check one) <input checked="" type="checkbox"/> County <input type="checkbox"/> City <input type="checkbox"/> Village <input type="checkbox"/> Town <input type="checkbox"/> Other (specify)		

Section II: Local Contact Information (check one):

Name of Municipal Contact Person Shannon Haydin		Title Planning Director	
Mailing Address 508 New York Avenue	City Sheboygan	State WI	Postal Code 53081
E-mail address haydiskh@co.sheboygan.wi.us	Telephone Number (include area code) 920-459-3060	Fax Number (include area code) 920-459-1332	

Section III: Water Quality Concerns

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles): 513	Total municipal population (in year 2000): 112,646
MS4 service area within Urbanized Area (in square miles): 47.11	Municipal population within Urbanized Area (in year 2000): 68,600

Section V: Potential Permit Exemption

Yes	No	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

Sheboygan County recently received and is implementing a grant from the Wisconsin Department of Natural Resources to develop a partnership of urbanized communities that are required to meet permit requirements as set by the Federal Clean Water Act and further outlined in Wisconsin Administrative Code NR 216 for Phase I and Phase II. These communities include the City of Sheboygan, City of Sheboygan Falls, Village of Kohler, Village of Howards Grove, Town of Sheboygan, Town of Mosel, Town of Herman, Town of Sheboygan Falls, Town of Lima, and Town of Wilson. The Partnership will be coordinated by the County Planning & Resources Department and meetings and educational activities will be facilitated by UW-Extension staff (including the Growth Management Educator, Community Development Specialist, and the Basin Educator). The Sheboygan River Basin Partnership will assist the Stormwater Partnership with outreach and educational activities. The City of Sheboygan's Ellwood H. May Environmental Park staff will facilitate educational activities with school-aged children. The purpose of the Partnership is to:

- Open communication between communities as they move forward with NR216 Phase I and Phase II compliance.
- Ensure water quality is protected to the greatest extent possible through a cooperative effort.
- Reduce costs and duplication of activities.

The Partnership will engage in the following activities:- Education of local officials on the importance of stormwater management to the integrity of the watershed.

- Information and education outreach activities including but not limited to:
 - An informational website for the partnership centered on stormwater.
 - Educational forums geared at different audiences such as elected officials and the public.
 - A newsletter on water quality from the partnership to the elected officials from participating communities.
 - An educational program developed by the staff at Ellwood H. May Environmental Park.
- The cooperative development of enforcement tools such as ordinances.-Open dialog between communities on issues related to urban nonpoint sources pollution.

Below is an outline of activities and associated costs:

- I. Form Partnership: January – March 31, 2006
 - a. City of Sheboygan Falls, City of Sheboygan, Village of Kohler, Village of Howards Grove, Town of Sheboygan, Town of Mosel, Town of Herman, Town of Sheboygan Falls, Town of Lima, Town of Wilson
 - b. Sheboygan County UW-Extension
 - i. Dave Such- Community Resource Development Agent
 - ii. Kevin Struck- Growth Management Educator
 - iii. Debbie Beyer- Basin Educator
 - c. Sheboygan County Planning & Resources Department
 - d. Sheboygan County Land and Water Conservation Department
 - e. Sheboygan River Basin Partnership

Cost: \$100- Mailings

- II. Hire a Consultant: January - March 31, 2006

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- a. Sheboygan County will hire a consultant through the bidding process to work on specific graphic and education materials for the partnership

Cost: \$300- Bidding Process

III. Kick Off Meeting- April 2006- Hosted by Sheboygan County Planning

- a. Convene Partners
b. Group Facilitation by UW-Extension Staff

Costs: \$250- Flyer & Mailing

IV. Issues Identification, Goals and Objectives Development, and Development of I & E Plan with Partnership- May 2006- Hosted by Sheboygan County Planning & Facilitated by UW-Extension

- a. Partnership Meeting
b. Group Facilitation by UW-Extension Staff

Costs: \$100- Agenda Printing and Mailing

V. Develop And Obtain Education Materials In Accordance With I & E Plan- June-August 2006- Facilitated By Sheboygan County Planning, Input/Assistance From The Partnership, UW-Extension And Other Stakeholders

- a. Identify and Obtain Materials that Already Exist (UWEX, DNR, EPA, etc.) (\$3,000)
b. Consultant and Partnership Prepare Materials to Be Developed (\$15,000)
c. Partnership will review all materials (\$2,000)
d. Printing of Materials (\$44,900)

Costs: \$63,700

VI. Develop Website- June-August 2006 (All Printed Materials Will Also Be Made Available On Website)- Facilitated By Sheboygan County Planning With Input/Assistance From The Partnership

- a. Develop content and layout of site (\$5,000)
b. Develop website (\$20,000)

Costs: \$25,000

VII. Monthly Newsletter to Key Stakeholders Identified by Partnership (e.g.- business, industry, retail, contractors, local officials, residents)- Begin February 2005

- a. Hire a consultant to design materials (\$200)
- b. Newsletter Development and Printing (\$15,000)
- c. Newsletter Mailing (\$5,000)

Costs: \$20,200

VIII. Bi-monthly Partnership Meetings to Develop Forums and Work Toward Implementation of I & E Plan- Hosted by County Planning, Facilitated by UW-Extension

- a. June 2006
- b. August 2006
- c. October 2006
- d. November 2006
- e. December 2006
- f. January 2007
- g. March 2007
- h. May 2007
- i. July 2007
- j. September 2007
- k. November 2007
- l. December 2007- Final Meeting

Costs: \$1,500 – Agendas and Mailing

IX. Educational Forums & Outreach Opportunities

a. Forum: April 2006 as part of kick-off meeting, Facilitation by UWEX, Sheboygan River Basin Partnership. Willow Creek: The story of an urban Trout stream- an educational forum on this outstanding natural resource and the potential impacts on this waterway from urban non-point pollution.

- i. Press Releases (\$100)
- ii. Public Service Announcements (\$0)
- iii. Newspaper Advertisements (\$1,000)
- iv. Additional Advertisement of County Household Hazardous Waste Program (\$500)
- v. Hand-Outs (Part of Educational Materials Costs)

Costs: \$1,600

b. Forum: October 2006- Facilitation by UWEX, Sheboygan River Basin Partnership. Informational Forum on the management of materials and behaviors that may polluted stormwater including used oil, toxic materials, yard waste, lawn care, and car washing- Target is the general public.

- i. Press Releases (\$100)
- ii. Public Service Announcements (\$0)
- iii. Newspaper Advertisements (\$1,000)
- iv. Additional Advertisement of County Household Hazardous Waste Program (\$500)
- v. Hand-Outs (Part of Educational Materials Costs)

Costs: \$1,600

c. Forum: February 2007- Facilitation by UWEX, Sheboygan River Basin Partnership. Training for Contractors on the Impacts of Erosion, Existing Stormwater Rules and Regulations, and Overall Benefits of Best Management Practices to Water Quality.

- i. Press Releases (\$100)
- ii. Public Service Announcements (\$0)
- iii. Newspaper Advertisements (\$1,000)
- iv. Hand-Outs (Part of Educational Materials Costs)

Costs: \$1,100

d. Outreach Opportunity: Spring 2007, City of Sheboygan, Ellwood H. May Environmental Park, Maywood.

- i. Education programs on stormwater and urban non-point pollution and the impacts on water quality. Maywood provides programming to all of the schools in Sheboygan County and a number of schools outside of the County.
- ii. Curriculum Development (\$0)- Provided by Maywood
- iii. Hand-Outs (Part of Educational Materials Costs)

Costs: \$0

e. Forum: April 2007- Facilitation by UWEX, Sheboygan River Basin Partnership

- i. Reduction of pollutants associated with pesticide, herbicide, and fertilizer- training for landscapers, nurseries,

florists & general articles for the public and the development of site specific nutrient management plans on sites > 5 acres that apply fertilizers in accordance with Wisconsin Administrative Code NR 151.14 for non-municipal property fertilizer performance standard and municipal properties NR 151.13 (1) (b) 3.

- ii. Press Releases (\$100)
- iii. Public Service Announcements (\$0)
- iv. Newspaper Advertisements (\$1,000)
- v. Hand-Outs (Part of Educational Materials Costs)

Costs: \$1,100

- X. Wrap-Up
 - a. Final Meeting- Hosted by Sheboygan County Planning, facilitated by UW-Extension
 - b. Complete Post-Project Report

Costs: \$1,500- Printing & Mailing

Total Cost: \$118,050

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The County will develop a detailed public involvement and participation plan that will outline the public involvement process. Items that will be included in the plan will be public input sessions, web-based input opportunities, news articles, newsletters, public hearings, and public input during regular meetings of the Sheboygan County Board of Supervisors' Resources Committee hearings.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

The County will develop an illicit discharge detection and elimination ordinance.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The County has adopted a construction site pollution control ordinance. This ordinance is based on the Wisconsin Department of Natural Resources (WDNR) model construction site erosion control zoning ordinance provided in NR 152 Appendix A in compliance with WDNR regulations NR 151 and proposed NR 216. The County Board passed the ordinance in January 2006.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The County has adopted a post-construction site storm water management ordinance. This ordinance is based on the Wisconsin Department of Natural Resources (WDNR) model construction site erosion control zoning ordinance provided in NR 152 Appendix A in compliance with WDNR regulations NR 151 and proposed NR 216. The County Board passed the ordinance in January 2006.

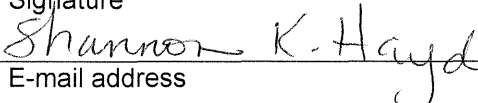
F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

Sheboygan County is working toward obtaining a permit from the Wisconsin Department of Natural Resources to comply with the rules and regulations set forth in Wisconsin Administrative Code NR216 for Phase II communities. The County has recently adopted a stormwater and erosion control ordinance to control pollutants into the waterways. The County is in the process of implementing a regional information and education program for the Phase I and Phase II communities within the urbanized area of the County. The mast planning project will target urban stormwater runoff in the urbanized areas of the County where the County is the owner or operator of the discharge to the waterway. The project will include the following components: 1. Data collection and inventory of the existing stormwater system in the urbanized area. 2. Mapping of stormwater conveyance system and related outfalls in the urbanized area. 3. Nonpoint source pollution (SLAMM) modeling of the urbanized watersheds. 4. Analysis of alternatives and recommendation of best management practices for water quality and quantity improvements. 5. Illicit discharge/high risk potential inventory, identification, and recommendations for management. 6. Develop cost estimates for recommended controls. 7. Final planning report.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name Shannon Haydin		Title Planning Director	
Signature 		Date Signed June 2, 2006	
E-mail address haydiskh@co.sheboygan.wi.us	Telephone Number (include area code) 920-459-3060		Fax Number (include area code) 920-459-1332

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921